



# How Gold Is Dominating The International Market

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We are currently going through one of the greatest periods of economic uncertainty in recorded history and this has driven the demand for gold. For the last few generations most people have been conditioned to rely on fiat currencies. A fiat currency is money that is printed by a ruling government and has no real value. It is only worth something because the law dictates it is legal tender that factored with the average persons belief that it will hold its value. Gold has been the currency of security for thousands of years for a few simple but important reasons:~It is scarce unlike fiat currencies which can be printed and destroyed by inflation; gold needs to be mined out of the Earth, which is very labor intensive~Everyone accepts gold as a form of money regardless of the culture.~It is very difficult to counterfeit. Since the recent economic downfall, there has been a surge in the price of gold to nearly \$1,600.00 USD per ounce and showing signs of going higher. This demonstrates the power of inflation as governments around the world are printing money to try and stimulate the economy. This printing is only driving up inflation as investors afraid of losing their purchasing power return to gold. Many average consumers feel that this downward economic spiral is going to continue for quite some time and fear the worst. This is a motivating factor in their desire to purchase gold for a safety net. Even countries such as China are buying gold with their massive reserves as a hedge against inflation domestically and abroad. Some gold buyers may ask what they can do as the price of gold keeps rising. The short answer is to buy now and hold onto it. Gold will not expire and the value of it fluctuates; however, if a person bought gold ten years ago, they would be sitting on a very large pile of money. When buying gold, a person needs to ensure they are dealing with a reputable firm that not only can acquire the gold and safely deliver it. They need to be able to get you a very aggressive price that is competitive in the market. Since different firms charge different rates, look at the pricing and also look for testimonials of satisfied clients. A professional firm will be able to provide these to their prospective clients.

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